

APR 16 1945

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44 WEST 52nd STREET

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NEW YORK 19, N.Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheuled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### WEEK ENDING FRIDAY, APRIL 13, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On - April 21 4:15 P.M.	MUSICAL VERSION OF "SNOW WHITE" A professional children's group, under the direction of Marie Moser, will present the musical version of "Snow White and the Seven Dwarfs" in the Little Theatre. On Saturdays, two shows will be given, one at 2 P.M. and the other at 4 P.M. Movies for children will continue to be shown at 11:00 A.M. and 2 P.M. daily; 11:00 A.M. on Saturday. Publicity: Virginia Meyer, CH. 4-2000, Ext. 2431.	R. H. MACY & CO. HERALD SQUARE	TOY DEPARTMENT FIFTH FLOOR
Now Going On - April 28	"POLLY PIGTAILS" CONTEST Girls between 7 and 12 years of age with pigtails may enter the "Polly Pigtails" contest by obtaining entry blanks at Abraham & Straus. Applications are due April 28, together with snapshot or photograph showing pigtails. Betty Green, fashion editor of Parents Magazine, will be at A & S on April 21 to advise contestants, and she, Harry Conover, and Ralph Ellsworth, art director of Parents Magazine will act as judges. First prize: a \$50 war bond and the winner's picture in the September back-to-school issue of Parents Magazine; 2nd and 3rd prizes, a \$25 war bond. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS & PARENTS MAGAZINE	GIRLS' DEPARTMENT SECOND FLOOR
Just Issued	RETAIL PROMOTIONAL DATA Third issue of a personalized monthly service that shows at a glance what store apparel and accessory departments did promotionally in June, 1944. Available free to N. Y. and Brooklyn department stores and specialty shops as a good will builder. Issued monthly, six week's ahead, for the following month's planning, it helps stores beat last year's figures; tells what advertising they did; shows how competitors distributed newspaper space among the six price-line brackets; etc. Contact: Joseph Boyle, MU. 2-1000.	NEW YORK DAILY MIRROR	235 EAST 45TH STREET
Friday April 13 3:15 P.M.	STRAWBERRY RECIPES AT COOKING SCHOOL SESSION Strawberry Festival Recipes will be the seasonable theme at Namm's Cooking School with Virginia E. Guild, home economist and instructor at Pratt Institute, as demonstrator. Open to public. Publicity: Geraldine Glantz, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM THIRD FLOOR
Saturday April 14 2:00 P.M.	INFORMAL SHOWINGS OF HIGH SCHOOL CLOTHES First of a series of informal showings of high school clothes, modeled by high school students of Greater New York. This first fashion show will feature cotton clothes for summer. Open to public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S 59TH ST. AT LEXINGTON	SECOND FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday April 14 8:30 P.M.	"ARTS FIESTA OF THE AMERICAS" Main event of Arts Fiesta in observance of Pan-American Day will be pageant of 70 historical and folk costumes worn by natives of each of the countries. Also a program of native music and dancing. Exhibit (held through courtesy of Thomas J. Watson) consists of sculpture, water-colors, and prints from the Latin-American countries and Canada. Reserved tickets, \$5.00; general admission, \$2.50. Proceeds to the war and post-war activities of the sponsoring organizations. Open to public daily, 10:00 A.M. to 5:00 P.M., until April 28. Contact: Mrs. Henderson Robb, BU. 8-2958.	MAPLE LEAF SERVICE CLUB; UNITED WOMEN OF AMERICAS	GRAND CENTRAL ART GALLERIES

Beginning Saturday April 14	"MOTHER AND FATHER OF THE GIBSON GIRL" An exhibition of costumes and accessories worn by both men and women in the period just preceding the Gibson era, showing inspiring motifs for modern trends. Open to public 9 A.M. to 9 P.M., weekdays, Saturdays until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
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WEEK BEGINNING SUNDAY, APRIL 15, 1945

Sunday April 15 7:00 P.M., Dinner, Dance	MAXIMILIAN FURS AT VICTORY GUILD DINNER A fabulous collection of Maximilian's rare and precious furs will be shown at 9:00 P.M., as part of the gala evening's entertainment sponsored by the Victory Guild of New York Women. Maximilian is donating a Russian broad-tail coat with ermine accessories to be auctioned during the show. Proceeds for benefit of American Theatre Wing activities. Tickets: \$50.00 per couple. Contact: CI. 7-1388. Publicity: Rosemary Sheehan, CI. 7-8060.	VICTORY GUILD FOR AMERICAN THEATRE WING	WALDORF-ASTORIA GRAND BALLROOM
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Monday April 16 12:15 P.M. Luncheon	LUNCHEON MEETING: DIS- CUSSION OF TELEVISION Sam Cuff, general manager of Dumont Television, Station WABD, will speak on "How Television Can Be Used As An Effective Medium For Public Relations and Publicity." Mr. Cuff is author of the book, "The Face Of The War." Another luncheon guest will be Pat Gheoghegan, "Miss Television of 1945," whose picture appears on the cover of "Seventeen Magazine" (April issue). Contact: Carl Helm, CI. 5-6600.	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
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Monday April 16 1:00 P.M. Luncheon	"I LOVE SUMMER IN THE CITY" PROMENADE Summer clothes for city wear, as well as weekend cottons will be shown during luncheon. Open to public. Press by invitation. Publicity: Beatrice Castle, WI. 7-1900. Fashion Show Director and Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE 390 FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
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Monday April 16 2:30 P.M.	EXHIBITION: NAVY MAIL SERVICE EXHIBIT High naval officials will be present at this demonstration of steps involved in filming letters to boys overseas, with an explanation of the do's and don'ts. Albert Goldman, New York Postmaster, will preside. Exhibition under the supervision of Navy personnel.	BLOOMINGDALE'S 59TH ST. AT LEXINGTON	SIXTH FLOOR
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday April 16- April 17	SHOWING OF JUNIOR FIGURE LINE UNDERWEAR The William Carter Company will hold style showings of their new Junior Figure Line of underwear. By invitation <u>only</u> for magazine and trade paper groups, scheduled for different hours throughout the two days. Contact: William Carter Co., CA. 5-4780.	WILLIAM CARTER CO.	180 MADISON AVENUE SHOWROOM
Beginning Tuesday April 17 10:00 A.M., 3:00 P.M.	FREE SEWING INSTRUCTION: SIX LECTURES Six free sewing lectures, designed to show women how easy it is to sew their own clothes and how to make the most of their individual figures with a minimum of time, effort, and money. Miss Drucella Lowrie of the Advance Pattern Company will conduct the lectures. Classes on April 17, 18, 20, 24, 25, and 27 in the morning and afternoon. Open to public. Publicity: Geraldine Glantz, TR. 5-5700.	THE NAMM STORE BROOKLYN	FABRIC DEPARTMENT THIRD FLOOR
Tuesday April 17 1:00 P.M. Luncheon	SUMMER CARNIVAL FASHION SHOW Fashions and accessories for summer in town from Macy's Little Shop, and week-end sports and beach fashions from Macy's-By-The-Sea, will be shown during luncheon. Open to the public. Press by invitation. Publicity: Virginia Meyer, CH. 4-2000. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	R. H. MACY & CO. HERALD SQUARE	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 17- April 19 2:30 P.M.	HOME DECORATING FORUM A program designed to help the homemaker with her decorating problems and to acquaint her with trends anticipated in her post-war home. Lecture by Miss Marjorie Hoagland: "Decorating Today With An Eye To The Future". Open to public. Publicity: Paul Murphy, TR. 5-8100.	FREDERICK LOESER & CO. BROOKLYN	FIFTH FLOOR FORUM
Tuesday April 17 4:00 P.M. Cocktails	SHOWING OF HOLLANDER HUDSON SEAL COATS A press preview of Hollander Hudson Seal Coats designed by Hollywood's Travis Banton. Press by invitation <u>only</u> . Publicity: Rosemary Sheehan, CI. 7-8060.	TOBE 500 FIFTH AVE.	RITZ CARLTON HOTEL CRYSTAL ROOM
Tuesday April 17- April 18	NARCISSUS SHOW A Narcissus Show to be open to the public on April 17 from 2:00 P.M. to 10:00 P.M. and on April 18 from 10:00 A.M. to 6:00 P.M. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF NEW YORK	598 MADISON AVENUE
Wednesday April 18 12:30 P.M. Luncheon	TALKS BY EDITORS JUST RETURNED FROM OVERSEAS Editors just returned from overseas will discuss their experiences at this luncheon meeting. Carmel Snow, editor of "Harper's Bazaar", will report on her 4 months in London and Paris where she talked with members of the couture. Mary Cookman, executive editor, "Ladies Home Journal", will give a flying report on how war-torn Europe lives--England, France, Greece, and Africa. Price: \$2.90, including tip. Reservations are closed as they have all been sold. Seats available in balcony to hear speeches at 1:45 P.M. Price: \$1.00, for benefit of Red Cross. Contact: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	BILTMORE HOTEL BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 18 12:30 P.M. Luncheon	"WOMEN'S ROLE IN INTERNATIONAL SECURITY" Speakers: Madame Frances Perkins, Dr. Mary McLeod Bethune, Miss Mady Christians, Miss Fannie Hurst, Miss Lisa Sergio. Subject: "Women's Role in International Security." Price: \$2.50. Contact: Mrs. George S. Kaufman, Hotel Astor, Suite 170...CI. 6-6000.	INDEPENDENT CITIZENS' COMMITTEE (WOMEN'S DIV.)	ASTOR HOTEL GRAND BALLROOM
Wednesday April 18 3:15 P.M.	DISCUSSION OF SELF-IMPROVEMENT Grace Eden, Director of the John Powers Home Course, will make a guest appearance on Ethel Colby's program, discussing a few of the interesting techniques introduced by the John Powers Home Course as self-improvement measures. Publicity: Hilda Kassell, GR. 5-7547.	ETHEL COLBY PROGRAM "THE BROADWAY BUSYBODY"	STATION WMCA 590 ON THE DIAL
Wednesday April 18 8:00 P.M.	RED CROSS SPORTS FROLIC OF 1945 A 3-hour Red Cross Sports Frolic with sports, stage, radio, and screen celebrities as guests. Ted Husing, sports commentator, is in charge of lining up the talent. The Red Cross hopes to raise \$15,000 from this rally. Tickets: \$9.60 to \$24.00. Publicity: Allison Danzig, BR. 9-2104.	RED CROSS 1945 WAR FUND	WALDORF-ASTORIA GRAND BALLROOM
Thursday April 19 12:15 P.M. Luncheon	LUNCHEON MEETING: TALK BY FOSTER HAILEY "One Down and One Still To Go" --and all that it implies--will be discussed by Foster Hailey of the N. Y. Times Editorial Staff. Mr. Hailey, who covered the war in the Pacific, left for Honolulu the day Japan attacked Pearl Harbor. Mrs. Arthur Hayes Sulzberger, wife of the President and Publisher of the N. Y. Times. will be a guest of honor. Price, \$1.65. For reservations, contact: Mildred Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK INC.	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Thursday April 19 12:30 P.M. Luncheon	AMERICAN DESIGN AWARDS For the 8th time, Lord & Taylor makes their annual award. This year, the awards pay tribute to several of the greatest men America has ever known. Feature Publicity: Rea Lubar, WI. 7-3300.	LORD & TAYLOR 424 FIFTH AVE.	WALDORF-ASTORIA GRAND BALLROOM
Thursday April 19 3:00 P.M., 7:00 P.M.	SHOWING OF SPORTS- WEAR FASHIONS A showing of sportswear fashions, including playclothes and bathing suits. Contact: Hearn's Department Store, GR. 7-8000.	HEARN'S DEPT. STORE 5TH AVE. AT 14TH ST.	FIFTH FLOOR AUDITORIUM
Friday April 20 12:45 P.M. Luncheon	"FETE DU PRINTEMPS" AT LUNCHEON Pinaud, makers of Lillianelle Perfume, brings a delightful French custom to America..."fete du printemps". During luncheon, Pinaud will give a preview of "musical bouquet", a half hour radio show to be premiered over the Blue Network on Sunday, April 22, from 4:00 P.M. to 4:30 P.M. By invitation only. Publicity: Nancy Waring, PL. 3-7647.	PINAUD, INC.	MONTE CARLO 51 EAST 54TH ST.
Saturday April 21 10:45 A.M.	TEEN-AGE FASHIONS AND PATTERNS "Modern Miss Merry-Go-Round" fashion show, with Mary Joan Finley, stylist for Simplicity Patterns, as commentator. Open to public. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS AND SIMPLICITY PATTERN CO.	FABRICS DEPARTMENT MAIN FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturdays April 21- May 19 11:00 A.M.	FIVE A.W.V.S. "SEW AND SAVE SHOWS" Five "Sew and Save Shows" by the American Women's Volunteer Service will be held at Gimbels on Saturdays to show teen-agers how they can make things for themselves. Teen-agers may bring in their problems for the "Question and Answer" forum, which will follow each session. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.	GIMBEL BROS. B'WAY & 33RD ST.	FOURTH FLOOR FABRIC & PATTERN DEPT.
Monday April 23 1:00 P.M. Luncheon	CUSTOM MADE CLOTHES FOR SUMMER Custom-made dresses, spectator sports suits, cocktail and dinner clothes, and beautiful bridal gowns will be shown during luncheon. Open to public. Press by invitation. Contact: Mrs. Sydell Woronoff, PL. 8-0892. Fashion Show Publicity and Director: Mary Alice Rice, PL. 3-4500.	SYDELL 666 FIFTH AVE.	ST. REGIS HOTEL IRIDIUM ROOM
Postponed From 4/24	THE JOHN HALL "SO YOU'RE GOING TO BE MARRIED" SHOWING OF HAIR-STYLES HAS BEEN POSTPONED TO MONDAY, APRIL 30. SEE BELOW FOR DETAILS.		
Tuesday April 24 1:00 P.M. Luncheon	EVENING GOWNS AT LUNCHEON SHOW "Post Armistice Evening Clothes," most of which were designed by Mac Wise himself, will be shown during luncheon. French fabrics, nets, novelty crepes, and one definite new feature in a silhouette. Open to public. Press by invitation. Publicity: Mac Wise, RE. 4-3053. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MAC WISE INC. 763 MADISON AVE.	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 24- April 28	COLLECTION OF BAND INSTRUMENTS BY ARMY The Army will buy used band instruments from anyone wishing to sell. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	SIXTH FLOOR EAST BUILDING
Wednesday April 25 1:00 P.M. Luncheon	SUMMER FURS AT LUNCHEON SHOW A showing of summer furs featuring new natural wild mink coats, stoles, and 3/4-length platina pieces. Open to public. Press by invitation. Contact: Dein-Bacher, PL. 8-0221. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER INC.	WALDORF-ASTORIA SERT ROOM
Wednesday April 25 5:00 P.M.- 7:00 P.M. Cocktails	PARTY FOR FASHION AND BEAUTY PRESS "Believe it or not," say the Makers of Skol, "a party for the Fashion and Beauty Press just for the fun of it." By invitation <u>only</u> . Publicity: John Underhill, J. Walter Thompson Co., MU. 3-2000.	MAKERS OF SKOL	RIVER CLUB OF N. Y. 477 EAST 52ND STREET
Friday April 27 7:30 P.M.	ANNUAL RED, WHITE AND BLUE BALL 1945's annual Red, White and Blue Ball, one of the largest benefit fetes of each Spring season, will be "streamlined" this year to comply with the curfew. Debutantes will help society leaders raise funds for the Soldiers & Sailors Club of N.Y., a permanent organization for Servicemen at 283 Lexington Ave. Feature of the evening will be a mock horse race, with several members of the debutante committee wearing racing silks to perform as "jockeys". Also dancing and special entertainment with Raymond Knight as master of ceremonies. Chairman, Mrs. John A. Morris. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	SOLDIERS & SAILORS CLUB OF NEW YORK	RITZ CARLTON HOTEL MAIN BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 28	NATIONAL BABY WEEK (April 28-May 5)		
Monday April 30 1:00 P.M. Luncheon	"SO YOU'RE GOING TO BE MARRIED"--HAIR-STYLE "So You're Going To Be Married"--a preview of the June bride and her attendants, with hair-styles designed especially for them by John Hall. Open to public. Press by invitation. Fashions coordinated by Gail, CI. 6-3795.	JOHN HALL 26 EAST 56TH ST.	ST. REGIS HOTEL ROOF
Tuesday May 1	CHILD HEALTH DAY AND MAY DAY	PRESIDENTIAL PROCLAMATION	ALL OVER THE COUNTRY
Beginning May 1 Thru Entire Month	CALIFORNIA FALL FASHION SHOWINGS The customary Spring Market Week has been cancelled at the request of the Office of Defense Transportation. Instead, various groups will hold openings progressively throughout the month as lines are ready.	ASSOCIATED APPAREL MANUFACTURERS	LOS ANGELES, CALIFORNIA
Wednesday May 2	GREATER NEW YORK FUND--EIGHTH ANNUAL CAMPAIGN SLOGAN: "IN WAR OR PEACE, NEW YORK CARES FOR ITS OWN"		
Wednesday May 2 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Cool, comfortable summer clothes will be shown during luncheon. Open to public. Press by invitation. Publicity: Agnes Crotty WI. 7-9600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	FRANKLIN SIMON & CO. 414 FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Thursday May 3 1:00 P.M. Luncheon	BRIDAL SHOWING DURING LUNCHEON A bridal showing of gifts and dramatic costume accessories. Beautiful jewels, scarfs, and handbags for suits. Also lovely little girls' accessories from the children's department. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Publicity: Margaret Brown, PL. 3-1740, Ext. 166.	GEORG JENSEN 667 FIFTH AVE.	PLAZA HOTEL PERSIAN ROOM
Monday May 7 - May 12	SEVENTH ANNUAL NATIONAL POSTURE WEEK "Get In Shape For Victory--Keep In Shape For Peace" is the general slogan for Posture Week this year, climaxing the year's program conducted by the Samuel Higby Camp Institute for Better Posture, founded by the late S.H. Camp. Stores throughout the country plan to cooperate with Posture Week. Publicity: Frank Kaufman, CH. 4-5798.	S. H. CAMP COMPANY	200 MADISON AVE., NY & JACKSON, MICHIGAN
Wednesday May 9 4:45 P.M. Cocktails	HAIR FASHION REVUE: ROMANTIC ERA "Romantic Era" --a complete trend of hair styles, with 12 variations exhibited on Powers and Conover Models. Hats by Dorothy Gordon and gowns by Mme. Sonia. By invitation only. Contact: Bernord Az Guro, WI. 2-1692.	BERNORD AZ GURO 441 MADISON AVE.	WALDORF-ASTORIA
Friday May 11 4:30 P.M.- 5:30 P.M.	PATTERN PINUPS AND CUTUPS "Miss America Magazine," in conjunction with Simplicity Pattern Company, presents a pattern fashion show for teen-age girls of the Metropolitan Area. All fashions to be shown are teen patterns, with demonstrations of the correct method of pinning and adjusting patterns. Commentator: Pauline O'Sullivan, fashion editor of "Miss America Magazine." Press by invitation. Publicity: Jacqueline Podeyn, BR. 9-5890.	MISS AMERICA MAGAZINE SIMPLICITY PATTERN CO.	CITY CENTER CASINO 135 WEST 55TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 13	MOTHER'S DAY (Sunday)		
Monday May 14 1:00 P.M. Luncheon	WARM WEATHER CLOTHES AT LUNCHEON SHOW "Fun In The Sun"--cool, comfortable clothes for warm weather. Open to public. Press by invitation. Publicity: Beatrice Castle, WI. 7-1900. Fashion Show Director and Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE 5TH AVE. & 36TH ST.	ST. REGIS HOTEL ROOF
Beginning May 14	ADVANCE FALL OPENINGS	CHICAGO FASHION INDUSTRIES	SHOWROOMS CHICAGO, ILLINOIS
Monday May 14- June 30	SEVENTH WAR LOAN DRIVE The symbol for the Seventh War Loan Drive will be an Iwo Jima photo of U. S. marines raising the Stars and Stripes on Mt. Surabachi. The symbol probably will appear in more than 140,000 war-bond advertisements.	U. S. TREASURY DEPT.	ALL OVER THE COUNTRY
Wednesday May 16 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW A variety of summer fashions will be shown during luncheon, including cottons for town; dressy, cool clothes, sports outfits, and beachwear. Open to public. Press by invitation. Publicity: Gerry Morgan, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE & CO. FIFTH AVE. AT 40TH ST.	WALDORF-ASTORIA STARLIGHT ROOF
Saturday May 19 6:00 P.M.	ANNUAL RECEPTION AND DINNER Guest of honor at 46th anniversary of National Jewish Hospital at Denver will be John P. Stevens, Jr., president of J. P. Stevens & Co. This widely attended charity affair, with many important N. Y. retailers and manufacturers present, is a tribute to Mr. Stevens' leadership in inter-faith humanitarian activities. Tickets: \$1.00 per couple, obtainable at Nat'l Jewish Hospital, 19 West 44th St., New York City. Publicity: David Cohen, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
Monday May 21- May 26	NATIONAL COTTON WEEK Theme: "Cotton Is Fighting Now! But Better Than Ever Cottons Will Be Yours Quickly...After The War!" This year's observance of National Cotton Week will emphasize the military importance of cotton, explaining shortages and the necessity for conservation of cotton. Illustrated four-page folders and posters are being distributed to mills, converters, finishing plants, garment manufacturers, wholesalers, retailers; advertising agencies, laundries, and various civic organizations. Contact: Cotton-Textile Institute, WO. 2-0270.	COTTON TEXTILE INST. NAT'L COTTON COUNCIL	ALL OVER THE COUNTRY
Wednesday May 23 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Friday June 1 1:00 P.M. Luncheon	GRADUATION LUNCHEON OF FASHION CLASS 120 young women graduates, representing every section of the United States (and Canada), will be guests of this fashion-career school at a formal graduation ceremony and luncheon. Press by invitation. For further information, contact: Laboratory Institute of Merchandising, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA WEST FOYER



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday June 1	SHOWING OF FALL AND WINTER DISPLAY LINES Fall and winter display lines will be shown during the entire month of June, with no individual or joint promotion of any particular week for out-of-town display managers to buy in New York. The N. A. D. I. Market Week, which was scheduled for the week of June 18, has been cancelled in accordance with the Office of Defense Transportation's ban on travel and trade events.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	NEW YORK HOTELS
Beginning Monday June 4	OPENING OF FALL LINES In accordance with the practice followed in recent seasons, the guild houses will show only a single collection for the season. Guild members who will present their lines includes: HANSEN BANG WILLIAM BASS DRESSES ANTHONY BLOTTA CAPRI FROCKS CARLYE DRESSES DEITSCH, WERSBA & COPPOLA FOX-BROWNIE ED GERRICK A. GOODMAN FRED GREENBERG DRESSES JOSEPH HALPERT HORWITZ & DUBERMAN JUNIOR LEAGUE FROCKS INTERNATIONAL DRESSES HANNAH TROY INC.	FASHION ORIGINATORS' GUILD OF AMERICA KAPLAN & GRABOIS SAMUEL KASS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE MORRIS & MARCUS PARNIS-LEVINSON BEN REIG C. H. D. ROBBINS PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM STARR-NORMAN SUZANNE-AUGUSTINE	INDIVIDUAL NEW YORK SHOWROOMS
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Wednesday June 13 4:00 P.M.- 7:00 P.M.	ANNUAL FASHION SHOW AND PRESS PARTY 5th Annual National Sewing Contest Fashion Show (5:15 P.M.) and Cocktail Party, sponsored by the National Needlecraft Bureau, to award prizes to national sewing champions. Alma Kitchell of the Blue Network will be Mistress of Ceremonies. By invitation only. Local contests are still going on in 44 cities. There will be a private local judging, conducted by Alma Kitchell of Station WJZ, on May 3 in the Barberry Room, with Joan Rock, Mary Brooks Picken, Virginia Pope, Tess Buxton, and Vyvyan Donner, as judges. On May 23, there will be a private national judging at the Waldorf-Astoria with Jane Wyatt, Epsie Kinard, Emily Wilkens, Tina Leser, Maggie McNellis, and Lois Long as judges. Publicity: Gwen McKenna of Tom Fizdale Inc., MU. 2-6560.	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Week of June 25- July 2	"SWIM FOR HEALTH" CAMPAIGN The 10th Annual "Swim For Health" Campaign--to increase American swimming; to assist Red Cross and Armed Services in teaching people to swim; to further physical fitness programs in defense plants and everyday life. Bulletins, posters and display ideas available to stores. Contact: Martin Stern, Director, Nation-Wide Learn to Swim Campaign, 60 East 42nd Street, VA. 6-0543.	SWIM FOR HEALTH ASSOCIATION	STORES ALL OVER THE COUNTRY



MUSIC... THEATRES... MOVIES... NIGHT SPOTS

- Friday  
April 13      CONCERT: MODERN RUSSIAN MUSIC      CARNEGIE HALL, 7TH AVE. & 57TH STREET  
Leonard Bernstein will conduct in the first American performance of Khatchaturian's Second Symphony. The program will also feature Lawrence Tibbett, Maria Kurenko, Eugene List and the Russian Choral Society. Proceeds toward support of War Orphans of Stalingrad. Contact: CI. 7-1350.
- Saturday  
April 14      PREMIERE: "THIS MAN'S NAVY (Movie) GLOBE THEATRE, B'WAY & 46TH STREET  
An MGM war picture starring Wallace Beery, Tom Drake, Jan Clayton, James Gleason, and others. Directed by William A. Wellman. Produced by Sam Marx. Costumes by Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Thursday  
April 19  
8:30 P.M.      OPENING: "CAROUSEL"      MAJESTIC THEATRE, 44TH ST. WEST OF B'WAY  
A new Theatre Guild musical, based on the Ferenc Molnar comedy classic, "Lilium", with a change of locale from Budapest to a small New England town. Starring John Raitt, Jan Clayton, Christine Johnson, Eric Mattson, and others. Music by Richard Rodgers. Book and Lyrics by Oscar Hammerstein, 2nd. Directed by Rouben Mamoulian. Dances by Agnes De Mille. Settings by Jo Mielziner. Costumes by Miles White. Production supervised by Lawrence Langner and Theresa Helburn. Publicity: Alfred Tamarin, CO. 5-6180.
- Friday  
April 20      PREMIERE: "THE HORN BLOWS AT MIDNIGHT"      STRAND THEATRE, B'WAY & 47TH STREET  
Jack Benny and Alexis Smith are featured in this Warner Bros. comedy. The cast also includes Guy Kibbee and Dolores Moran. Directed by Raoul Walsh. Costumes by Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday  
April 25      PREMIERE: "SALTY O'ROURKE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD STREET  
A Paramount horse-racing picture with Alan Ladd, Gail Russell, Stanley Clements, and William Demarest. Directed by Raoul Walsh. Costumes by Dorothy O'Hara. Publicity: Aileen St. John Brenon, BR. 9-8700.
- Wednesday  
April 25  
8:30 P.M.      OPENING: "COMMON GROUND"      FULTON THEATRE, 210 WEST 46TH STREET  
Edward Chodorov's new play about a USO group captured by the Nazis in Italy. Produced by Edward Choate, the cast includes Luther Adler, Paul McGrath, Philip Loeb, and Joseph Vitale. Settings supervised by George Jenkins. Publicity: Richard Maney, WI. 7-6939.
- Thursday  
April 26  
8:15 P.M.      VIOLIN CONCERT: FRITZ KREISLER      CARNEGIE HALL, 7TH AVE. & 57TH STREET  
Proceeds of this concert will be for the benefit of the Musicians' Emergency Fund, to continue the war work of the organization, for concerts in East Coast Naval bases and at the 57th Street Officers' Club. Contact: CI. 7-1350.
- Saturday  
April 28  
8:30 P.M.      CONCERT: FRED WARING'S ORCHESTRA      CARNEGIE HALL, 7TH AVE. & 57TH STREET  
Fred Waring, his Pennsylvanias, and the Collegiate Chorale of 200 voices. Directed by Robert Shaw. Tickets: \$1.20 to \$12.00 (including tax). Contact: CI. 7-1350.
- Sunday  
April 29  
2:30 P.M.      CONCERT: MARIAN ANDERSON      METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.  
S. Hurok presents Marian Anderson in a Sunday afternoon concert. Contact: PE. 6-1200.